MY CITY CULTURE

culturedays

CREATE, PARTICIPATE & CELEBRATE

Sun Life Financial

September 28, 29 & 30, 2012

# Culture Days 2012
# Marketing User Guide
# FOR COMMUNITY ORGANIZERS

# Marketing User Guide for Community Organizers:

*An overview*

One of the benefits of registering a Culture Days activity is the access to free promotional Tips & Tools that will help make the best of your Culture Days 2012 experience!  In an effort to help promote Culture Days activities in every community throughout the country, a variety of free branded and customizable promotional tools are made available on the Culture Days website. Check out the "Tips & Tools" page to download these tools:

- Call for Participation
- Email Signature
- Logos and Logo Guidelines
- Video Bumpers
- Web Badges
- Web Banners
- Posters
- Postcards
- E-Flyers
- PR Toolkit

The tools listed above can be used to spread the word about Culture Days 2012 in your community, professional and social networks, friends, neighbours or anyone you communicate with! And there are many free tip sheets available to help guide you on promoting your activities and events too. **This Marketing User Guide for Community Organizers** will help you learn how to maximize the use of customizable tools such as posters, postcards and e-flyers.

**What are Community Organizers?** Many activity organizers form working groups to plan and promote their Culture Days activities together, whether they will take place in one building, a public space, on a block, throughout a neighbourhood, or across an entire community—it's a great way to reach new people and catalyze arts and culture in their community! Others, such as Municipal cultural departments, local arts councils, Business Improvement Associations and Tourism bureaus contribute to making Culture Days in their communities a grand occasion for the arts and cultural community and public.

**Culture Days Marketing and PR Campaign**

The annual Culture Days campaign is a multi-level, multi-media collective effort across the country to promote the weekend of free activities taking place in hundreds of cities and towns. By banding together under one common campaign simultaneously, the visibility and impact is very impressive and reaches millions of Canadians. With the support of national media partners CBC and The Globe and Mail, combined with regional, local and each activity organizer's promotional initiatives, the collective campaign aims to ensure that events are prominent in the public eye and activities are well attended. Please note that there is a Marketing User's Guide for Activity Organizers designed to support their self-promotional initiatives.

The public campaign picks up steam in August and builds through September, with a major crescendo during the final weeks leading up to the Culture Days weekend.

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# Culture Days Bright Spots

With the generous support of national Founding Visionary Partner **Sun Life Financial**, the *Culture Days Bright Spots* program aims to help better identify and promote registered Culture Days activities by increasing the visibility, awareness and public participation in activities over the Culture Days weekend. The program includes the on-line **Culture Days Bright Spots Schedule**, **Venue Identifiers** and **Mobile Site**.

### Bright Spots Schedule

The Culture Days Bright Spots Schedule is a free, on-line scheduling tool that allows members of the public to create a personalized schedule of activities taking place in their community over the Culture Days weekend. The Bright Spots Schedule is also a great tool for activity and community organizers to publicize your activities by creating a printed or on-line program guide that helps the public plan their weekend in advance.

All marketing materials include a Bright Spots “stamp” call-out for the Schedule (see below). In September, when the marketing campaign intensifies, the call-out will be prominent in all advertising and promotion as the main driver to help the public best plan their Culture Days weekend.

### Bright Spots Venue Identifiers

The Culture Days Bright Spots Venue Identifiers are designed to help activity organizers prominently identify their venues as Culture Days activity locations leading up to and during the weekend. Venue IDs will be available for pick-up at Sun Life Financial locations across Canada in September.

To learn more about the Bright Spots program, click here.

# Customizable Posters:

*A step-by-step guide*

Promote Culture Days in your community by creating these eye-catching posters

(YOUR CITY)
CULTURE
(XXXX) OF FREE EVENTS HAPPENING IN (YOUR CITY)!
(Insert Title Here)
(Insert event details here)
culturedays
CREATE, PARTICIPATE & CELEBRATE
Sun Life Financial
SEPT 28, 29, 30 2012
3 DAYS, 7000 EXPERIENCES
PLAN YOUR WEEKEND
CULTUREDAYS.CA
(Insert logo(s) here)
KAMLOOPS
CULTURE
DOZENS OF FREE EVENTS HAPPENING IN KAMLOOPS!
Celebrate the creativity of our city!
Artists, organizations and community groups in Kamloops are hosting free, participatory arts and culture activities during the Culture Days weekend, and you're invited!
With events happening all over the map, visit culturedays.ca to find out what's happening in Kamloops and plan your weekend using the Bright Spots Schedule.
culturedays
CREATE, PARTICIPATE & CELEBRATE
Sun Life Financial
SEPT 28, 29, 30 2012
3 DAYS, 7000 EXPERIENCES
PLAN YOUR WEEKEND
CULTUREDAYS.CA
Kamloops
Canada's Tournament Capital

# The Editable Areas

This guide contains step-by-step instructions on how to fill in the editable areas of your 2012 Culture Days promotional posters.

1. The location where activities are happening

2. The approximate number of activities happening (e.g. dozens, hundreds, etc.)

3. The location where activities are happening

4. A catching headline and brief description of the Culture Days celebration in your city

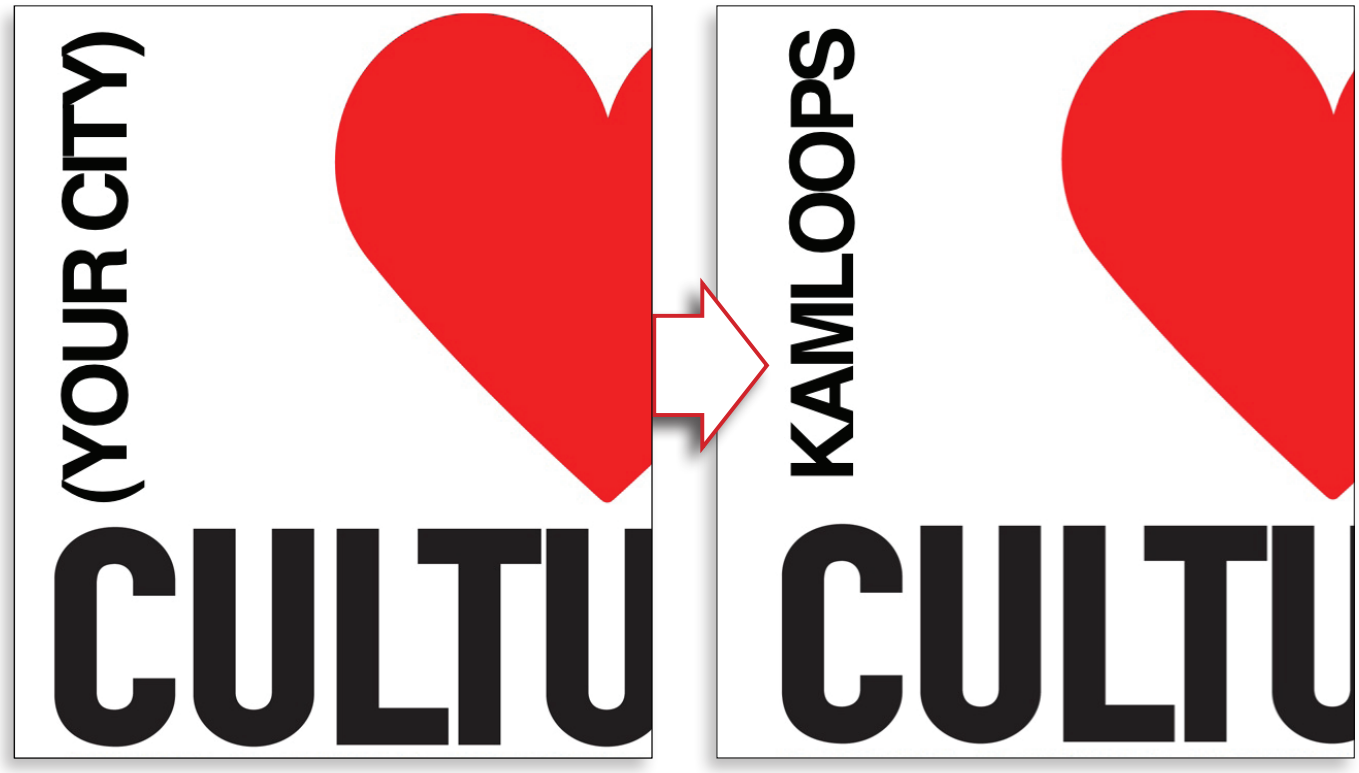
5. Place your logo and your sponsors' logos here

# Step 1: Your City

Place your cursor in the text box that runs vertically alongside the heart. By default it currently holds “YOUR CITY”.

Type in the name of the city/town where activities are happening (e.g. Kamloops).

**NOTE: If your city/town is too long to fit in the allotted space, please adjust the point size of the font.**



# Step 2: Your City Call-Out

Place your cursor in the text box that runs horizontally under the large “CULTURE” copy.

By default it currently holds the phrase “(XXXX) OF FREE EVENTS HAPPENING IN (YOUR CITY)!”. Replace “XXXX” with the number of activities happening in your area (i.e. dozens, hundreds, etc.) and replace “YOUR CITY” with the city/town your activities are to be held.

**NOTE: If your Location is too long to fit in the allotted space, please adjust the point size of the font.**

# Step 3: Event Title

The next section is where you can promote Culture Days in your city.

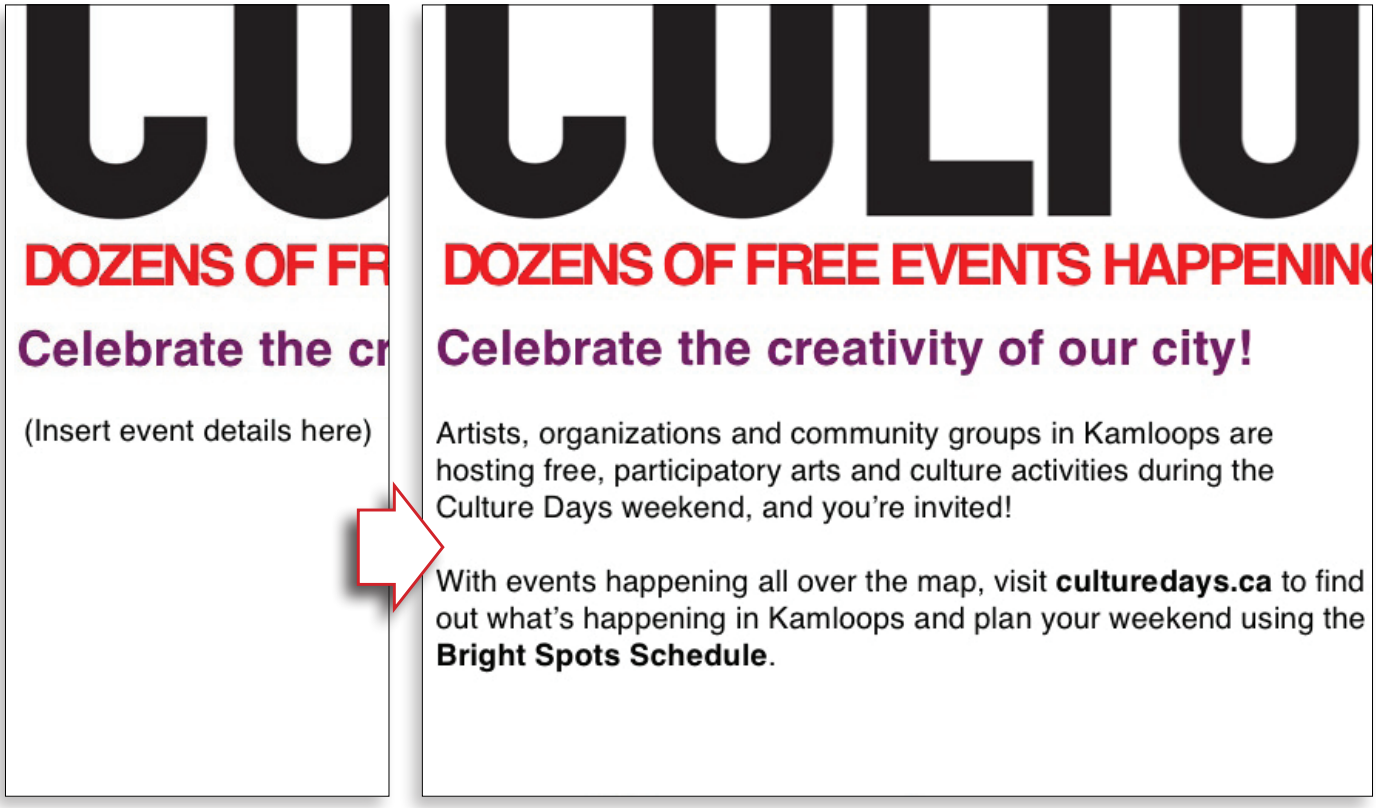
# Step 4: Event Details

Once you've entered the event title it's time to add some details.

It is suggested you include a brief explanation of the Culture Days event in your city.

*Tip: Feel free to bold important information.*

**NOTE: If your Event Details are too long to fit in the allotted space, please adjust the point size of the font. However, the details should never be larger than the title.**


DOZENS OF FR
Celebrate the cr
(Insert event details here)
DOZENS OF FREE EVENTS HAPPENIN
Celebrate the creativity of our city!
Artists, organizations and community groups in Kamloops are hosting free, participatory arts and culture activities during the Culture Days weekend, and you're invited!
With events happening all over the map, visit culturedays.ca to find out what's happening in Kamloops and plan your weekend using the Bright Spots Schedule.

# Step 5: Sponsor and Event Logos

The final step in the creation of your poster is to add your event's logo and those of any prominent sponsors you'd like to include.

First, place your cursor in the text box that resides in the lower left-hand corner of the page (fig.1).

To locate the image file you'd like to insert, go to the **INSERT** menu > choose **PICTURE** > select **FROM FILE** (fig.2).

When the file is placed you may need to resize it. This can be done with the anchor points on the bounding box (fig.3) but it is easier and more precise to use the **FORMAT PICTURE** option in the formatting palette (fig.4 & 5). You can add as many logos as will fit in the allotted space and use your keyboard to space them within the text box.

*fig. 1*

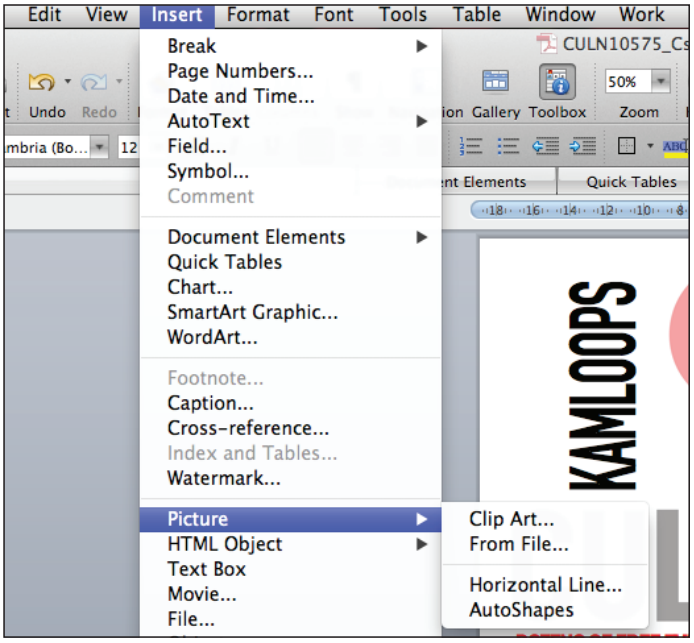



*fig. 2*

*fig. 3*

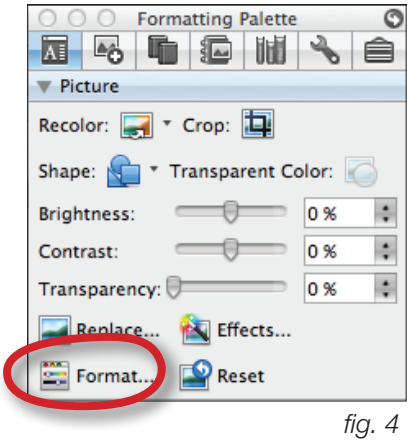



*fig. 4*

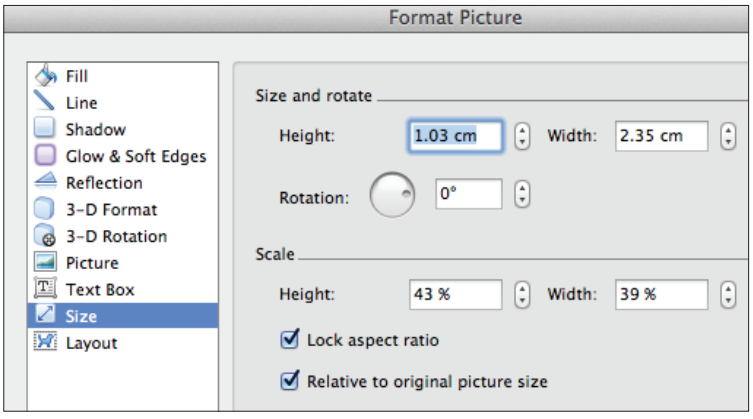



*fig. 5*

# Customizable Postcards:

*A step-by-step guide*

Promote Culture Days in your community by creating these easy-to-distribute postcards.

(YOUR CITY)
CULTURE
(XXXX) OF FREE EVENTS HAPPENING IN (YOUR CITY)!
(Insert Title Here)
(Insert event details here)
culturedays
CREATE, PARTICIPATE & CELEBRATE
SEPT 28, 29, 30 2012
3 DAYS, 7000 EXPERIENCES
PLAN YOUR WEEKEND
CULTUREDAYS.CA
(Insert logo(s) here)
KAMLOOPS
CULTURE
DOZENS OF FREE EVENTS HAPPENING IN KAMLOOPS!
Celebrate the creativity of our city!
Artists, organizations and community groups in Kamloops are hosting free, participatory arts and culture activities during the Culture Days weekend, and you're invited!
With events happening all over the map, visit culturedays.ca to find out what's happening in Kamloops and plan your weekend using the Bright Spots Schedule.
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3 DAYS, 7000 EXPERIENCES
PLAN YOUR WEEKEND
CULTUREDAYS.CA
Kamloops
Canada's Tournament Capital

# The Editable Areas

This guide contains step-by-step instructions on how to fill in the editable areas of your 2012 Culture Days promotional postcards.

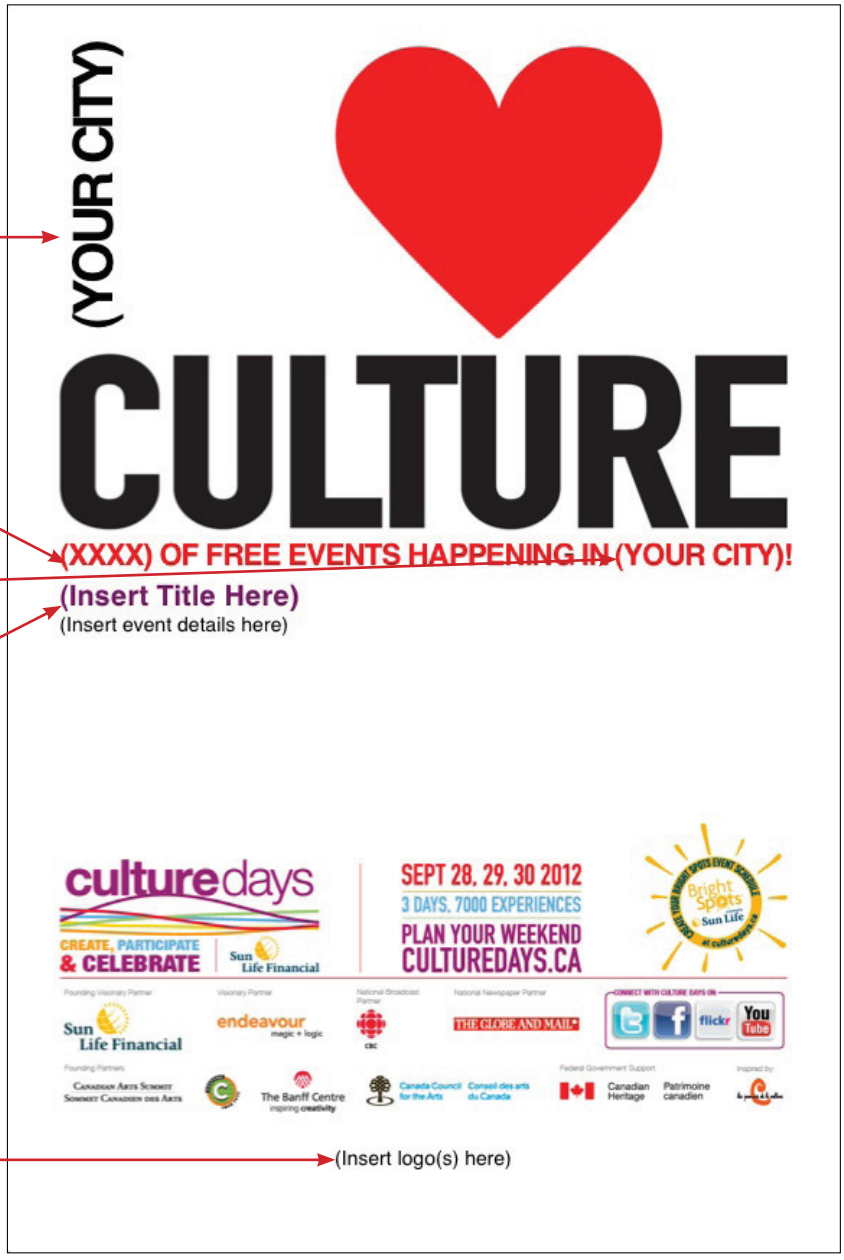
1. The location where activities are happening

2. The approximate number of activities happening (e.g. dozens, hundreds, etc.)

3. The location where activities are happening

4. A catching headline and brief description of the Culture Days celebration in your city

5. Place your logo and your sponsors' logos here

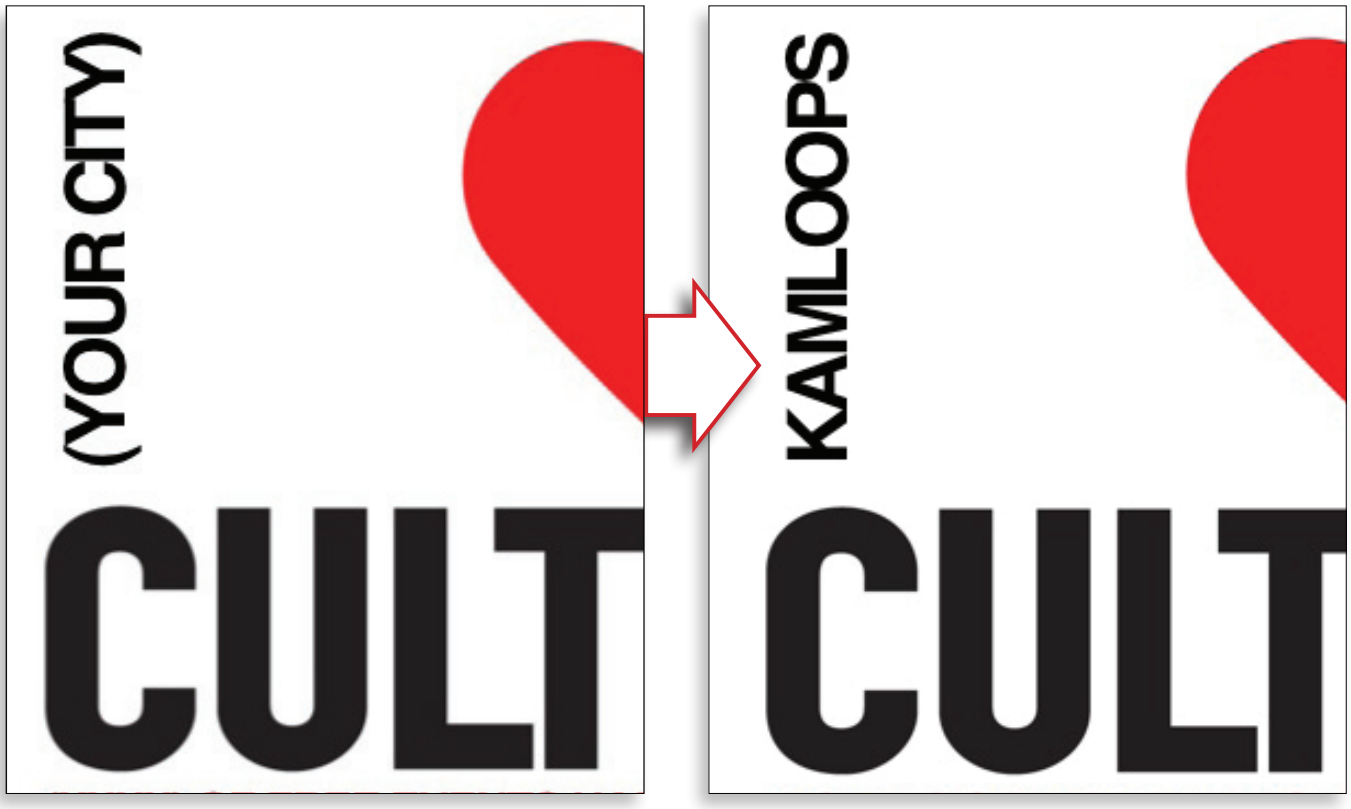


# Step 1: Your City

Place your cursor in the text box that runs vertically alongside the heart. By default it currently holds “YOUR CITY”.

Type in the name of the city/town where activities are happening (e.g. Kamloops).

**NOTE: If your city/town is too long to fit in the allotted space, please adjust the point size of the font.**



# Step 2: Your City Call-Out

Place your cursor in the text box that runs horizontally under the large “CULTURE” copy.

By default it currently holds the phrase “(XXXX) OF FREE EVENTS HAPPENING IN (YOUR CITY)!” Replace “XXXX” with the number of activities happening in your area (i.e. dozens, hundreds, etc.) and replace “YOUR CITY” with the city/town your activities are to be held.

**NOTE: If your Location is too long to fit in the allotted space, please adjust the point size of the font.**

# Step 3: Event Title

The next section is where you can promote Culture Days in your city.

# Step 4: Event Details

Once you've entered the event title it's time to add some details.

It is suggested you include a brief explanation of the Culture Days event in your city.

*TIP: Feel free to bold important information.*

**NOTE: If your event details are too long to fit in the allotted space, please adjust the point size of the font. However, the details should never be larger than the title.**

DOZENS OF FR
Celebrate the cr
(Insert event details here)
DOZENS OF FREE EVENTS HAPPENIN
Celebrate the creativity of our city!
Artists, organizations and community groups in Kamloops are hosting free, participatory arts and culture activities during the Culture Days weekend, and you're invited!
With events happening all over the map, visit culturedays.ca to find out what's happening in Kamloops and plan your weekend using the Bright Spots Schedule.

# Step 5: Sponsor and Event Logos

The final step in the creation of your postercard is to add your event's logo and those of any prominent sponsors you'd like to include.

First, place your cursor in the text box that resides in the bottom of the page (fig.1).

To locate the image file you'd like to insert, go to the **INSERT** menu > choose **PICTURE** > select **FROM FILE** (fig.2).

When the file is placed you may need to resize it. This can be done with the anchor points on the bounding box (fig.3) but it is easier and more precise to use the **FORMAT PICTURE** option in the formatting palette (fig.4 & 5). You can add as many logos as will fit in the allotted space and use your keyboard to space them within the text box.

*fig. 1*

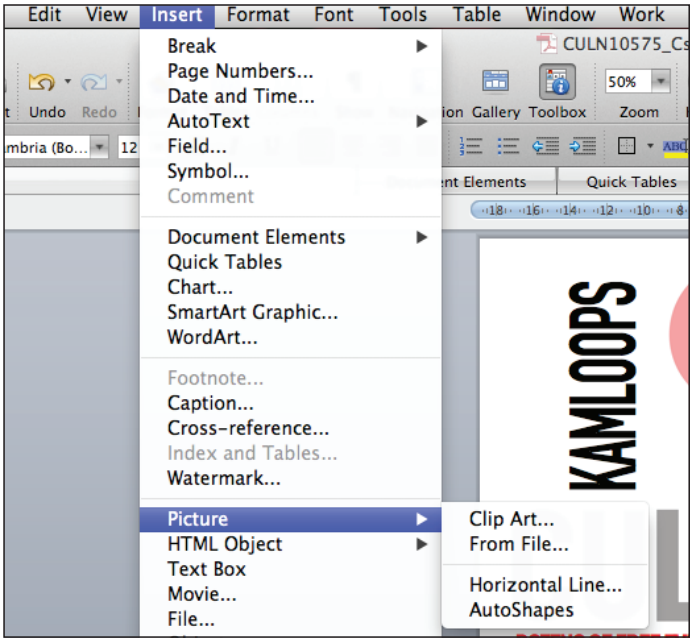



*fig. 2*

*fig. 3*

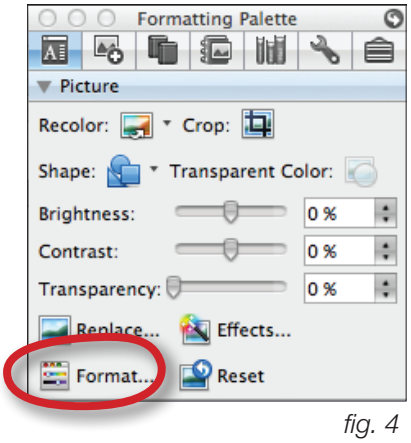



*fig. 4*

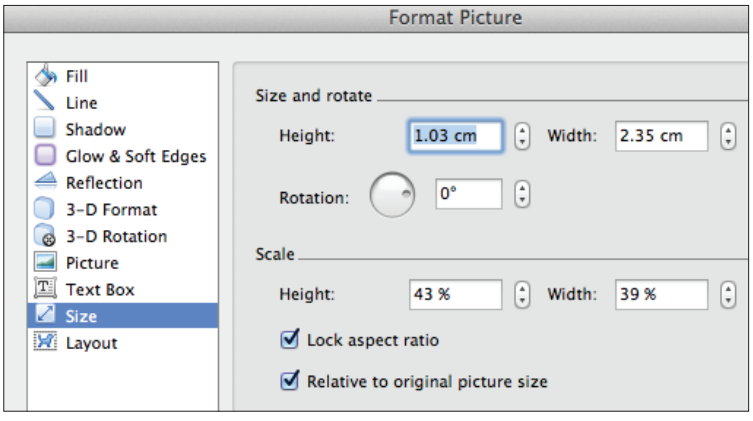



*fig. 5*

# Culture Days E-Flyer

Declare your participation and support in the Culture Days movement by sharing the Culture Days E-Flyer with your network.

Simply insert the image file in the content box of your e-mail window, and send away!

# Getting Fancy:

*Working with live files in InDesign and Photoshop*

If you have experience working with the Adobe Creative Suite and would like to add to or alter the images within the heart (YOUR CITY *heart* CULTURE) then this section is for you.

**NOTE**: These files were created on a Mac using Creative Suite 5.5.

**BEFORE YOU START: PRINTING BASICS**

**COLOUR MODE:** CMYK (not RGB!)

Photoshop: IMAGE > MODE > CMYK

**RESOLUTION**: 300 pixels per inch

Photoshop: IMAGE > IMAGE SIZE

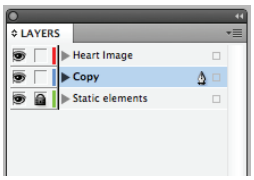
**NOTE**: If you need to change the image size, deselect the **RESAMPLE IMAGE** check box and leave the **SCALE STYLES** and **CONSTRAIN PROPORTIONS** check boxes selected. If your image is too small after this then you most likely shouldn't use it as it is too low resolution for proper printing. Enlarging the image will produce a low quality, blurry image.

# Editing in InDesign:

*Working with live files in InDesign and Photoshop*

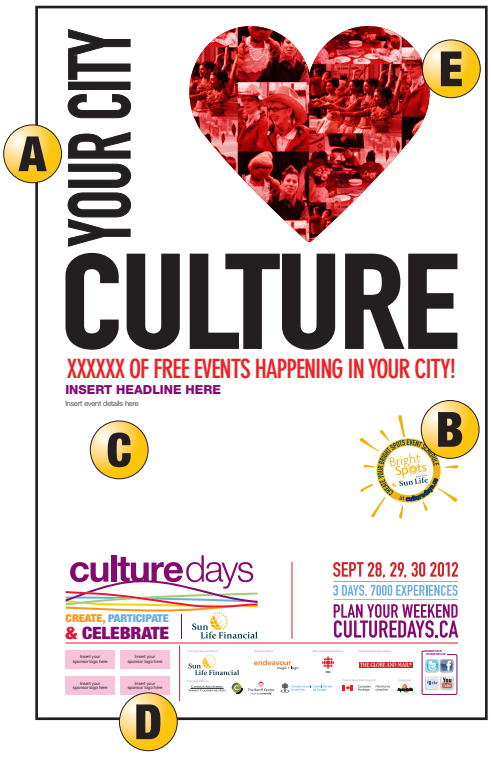
**NOTE**: I've written this to be as comprehensive as possible for people whose knowledge of InDesign and Photoshop is at the most basic levels. If you are a more advanced user you're probably not even reading this.

1) To start off, duplicate the file you've downloaded (**CMND + D** on a Mac, **CTRL+D** on a PC) and add an extention to the file name to identify it as yours (e.g.: file_name copy.indd > file_name_ME.indd). This way if something goes pear shaped along the way you can always back track.




2) Open up the newly named version and take a second to review the file. The major editable elements are seperated on their own layers named **COPY** and **HEART IMAGE**. Please do not alter the elements on the third layer, **STATIC ELEMENTS** as these have been placed in specific areas at specific sizes for specific reasons. Brand continuity. Specifically speaking.

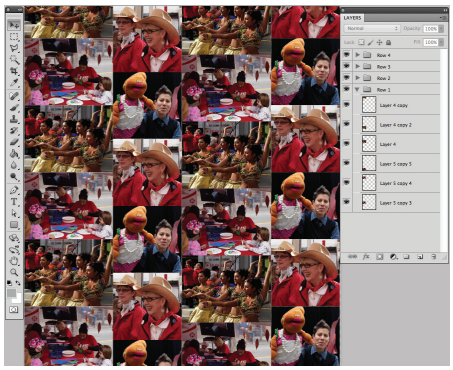
3) Replace the word **YOUR CITY** (areas labelled (A) and (B)) with the name of the city/town/village etc where your activity will take place.




4) Now let's add in the main title and a short blurb (140 charecters or less. Tweet, tweet). There is a preset text box for you to use (C). Just take your Type tool and click in the box to type away. Use the style sheets **ACTIVITY TITLE** and **ACTIVITY BLURB** to format your copy in a Culture Days kind of way. Try to keep it short and concise Remember to include the address, time and any particulars that are relevant (i.e "Fully accesible", "Rain or shine!" etc).

5) Got a sponsor? An organizing commitee? A generous venue owner? Represent them here (D)! Click on one of the pink boxes and choose the **PLACE...** option from the **EDIT** menu (or press **CMD+D** on a Mac or **CTRL+D** on a PC). A pop up window will appear prompting you to find your logo. Once placed you can resize it to fit within the allotted space by going to the **OBJECT** menu > **FITTING** > **FIT CONTENT PROPORTIONALLY**. Place as many logos as you need and size them to fit accordingly within the space provided.

6) The Heart Image (E) is actually split onto 2 layers: **HEART IMAGE (STATIC)** and **HEART IMAGE (EDITABLE)**. The static layer is locked in place and is there to give a warm red tint to the image collage on the editable layer.



To modify the editable layer click on the anywhere on the heart and choose **EDIT** menu > **EDIT ORIGINAL**. Photoshop will launch and the PSD will pop up. The default image is made up of 4 images repeated across 4 rows that are slightly staggered. You can follow this layout using the your images or create your own. The PSD is already set to 4 colour (CMYK) for printing purposes and the image resolution is set to 300ppi. As you import your own photos they may appear very small (meaning

your original image was too small or too low resolution), or HUGE (meaning your original image was either much larger or much higher resolution than the destination space). You can resize your images easily by choosing **EDIT** menu > **FREE TRANSFORM**. A bounding box with eight anchor points will appear around your image (Fig. A). Select a corner anchor and hold shift while you drag the corner to resize it proportionally. When you are finished placing images save the file (as a **PSD** or **TIF**) and close out of Photshop.

*fig. A*

Back in InDesign, if the image doesn't automatically update then select it with your black pointer tool and open the **LINKS** panel (**WINDOW** menu > **LINKS**). There are four buttons along the bottom of the panel with the third being **UPDATE LINK** (Fig. B). Click it, check out how your image fits within the heart shape. If you like it you're done. If you plan on printing it yourself, print away!

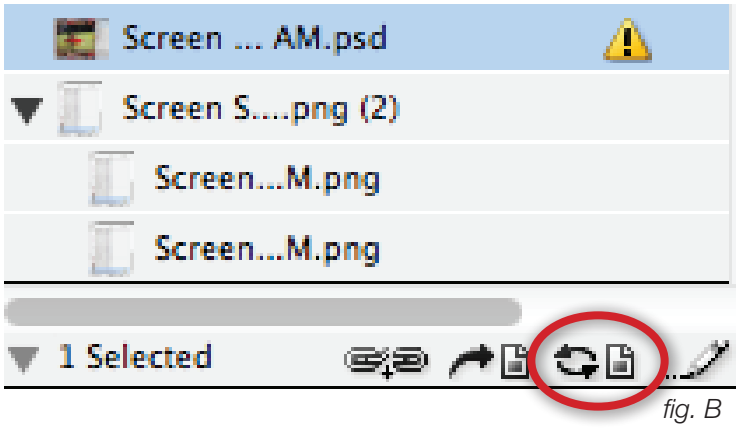



*fig. B*

If you plan on taking it to a print shop you'll need to export it as a high resolution PDF. To create a print ready PDF choose **EXPORT** from the **FILE** menu. From the options window that pops up choose **ADOBE PDF (PRINT)** from the **FORMAT** menu at the bottom of the window. This will prompt a new pop up with PDF specific options:

**ADOBE PDF PRESET:** [PDFX1a 2001]
**STANDARD:** Acrobat PDF/X-1a:2001
**COMPATIBILITY:** Acrobat 4 (PDF 1.3)

From the sub menu on the left hand side choose **COMPRESSION**. Your settings should look exactly like those in Fig. C.

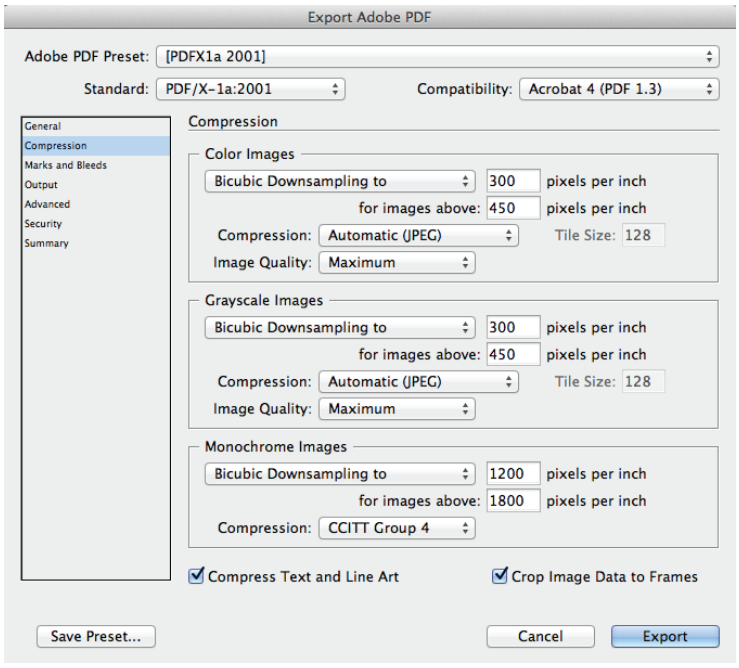



*fig. C*

Next select **MARKS AND BLEEDS** from the sub menu. Nothing should be checked as these file are set up to not bleed off the edges.

The third and final step is to choose the **ADVANCED** option to ensure that the **TRANSPARENCY FLATTENER** (Fig. D) is set to **HIGH RESOLUTION**. Once it is click the **EXPORT** button and you're finished.

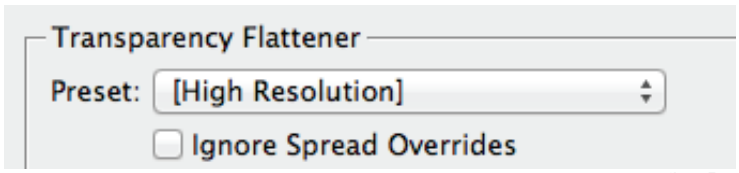



*fig. D*

# Before You Start:

*Installing and using fonts*

Included in your download are the fonts Helvetica and DINEngschrift Alternate. Helvetica is a system font that should already be installed on your machine but you may need to install DINEngschrift Alternate. Should you not have these fonts, Culture Days provides them for free download here.

Below are instructions for both PC and Macintosh operating systems.

## Windows PC — Windows 7

Open “Fonts” to install new fonts. It is located in the **APPEARANCE AND PERSONALIZATION** folder. You can find this folder by going to the **START** menu > clicking **CONTROL PANEL** > selecting **APPEARANCE AND PERSONALIZATION**.

Once there, click **FILE** and then select **INSTALL NEW FONT**.

If you don’t see the **FILE** menu, press **ALT**.

In the **ADD FONTS** dialog box, under **DRIVES**, click the drive where the font that you want to install is located.

Under **FOLDERS**, double-click the folder containing the fonts that you want to add.

Under the list of fonts, click the font that you want to add, and then click **INSTALL**.

Source: http://windows.microsoft.com/en-US/windows-vista/Install-or-uninstall-fonts

## Macintosh — OSX 10.7

Use *Font Book* (included with Mac OS X v10.3 and later) to install new fonts. It is located in the **APPLICATIONS** folder. You can find this folder by going to the **FINDER** menu > clicking **APPLICATIONS** > selecting **FONT BOOK**.

To preview a new font that you downloaded, double-click the font file and *Font Book* will display a sample of the font.

If you want to install the font so that it can be used in documents you create or view, click the **INSTALL FONT** button that appears below the preview of the font.

Source: http://support.apple.com/kb/HT2509